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Contact: Reid H. Gearhart, (212) 593-6727
Dina Silva-Decker, (212) 593-4164

NEW INCORPORATIONS INCREASE 2.5 PERCENT IN NOVEMBER

NEW YORK, Jan. 30--New business incorporations increased 2.5 percent to 50,440 in November 1989 from 49,207 in November 1988, according to The Dun & Bradstreet Corporation.

For the first 11 months of 1989, the number of new incorporations decreased 0.5 percent to 623,723 from 626,855 in the same period last year.

Of the 31 states to report increases in the first 11 months of 1989, six were greater than 10 percent. Arkansas reported the greatest increase, up 55.4 percent to 5,966 from 3,839; followed by Iowa, up 21.5 percent to 4,325 from 3,559; and Hawaii, up 19.4 percent to 3,466 from 2,902.

Eighteen states reported year-to-date decreases, with six reporting decreases greater than 10 percent. The most significant decreases occurred in Colorado, down 18.7 percent

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to 12,379 from 15,218; followed by Massachusetts, down 13.5 percent to 12,900 from 14,916; and California, down 13.4 percent to 44,853 from 51,768.

Five of the nation's nine U.S. Bureau of the Census regions reported increases in new incorporations during the first 11 months of 1989. The West South Central states reported the largest gain, up 7.8 percent to 51,930 from 48,167; followed by the East South Central states, up 4.5 percent to 24,614 from 23,565. Other regions to report increases were the South Atlantic states, up 3.6 percent to 174,781 from 168,641; followed by the West North Central states, up 3.0 percent to 30,408 from 29,529; and the East North Central states, up 2.2 percent to 83,533 from 81,737.

The New England states reported the most significant decrease in new business incorporations, down 11.5 percent to 32,365 from 36,558. Other decreases were reported in the Pacific states, down 7.3 percent to 66,344 from 71,563; followed by the Mountain states, down 6.2 percent to 42,757 from 45,577; and the Middle Atlantic states, down 3.7 percent to 116,991 from 121,518.

Month of November

Of the 27 states to report increases in new incorporations for the month of November, six were greater than 20 percent. The largest increase occurred in Arkansas, up 59.0 percent to 434 from 273 in the same month a year earlier. Other increases were reported in Florida, up 40.0 percent to 6,499 from 4,641;

followed by Alaska, up 29.6 percent to 92 from 71; and South Carolina, up 28.0 percent to 503 from 393.

Of the 23 states to report decreases, three were greater than 20 percent. The most significant decrease was reported in Montana, down 28.9 percent to 81 from 114; followed by New Hampshire, down 27.1 percent to 188 from 258; and Colorado, down 24.2 percent to 809 from 1,067.

Four of the nine U.S. Bureau of the Census regions reported increases in new incorporations in November. The South Atlantic states reported the largest increase, up 16.5 percent to 14,977 from 12,853; followed by the West South Central states, up 11.4 percent to 4,130 from 3,707; the East South Central states, up 5.9 percent to 1,961 from 1,852; and the West North Central states, up 1.8 percent to 2,390 from 2,347.

Compared with year-ago levels, the largest decrease in new incorporations in November was reported in the Pacific states, down 7.1 percent to 5,196 from 5,591; closely followed by the Mountain states, down 7.0 percent to 3,371 from 3,626. The New England states, Middle Atlantic states and East North Central states reported declines of 6.7 percent, 6.2 percent and 0.3 percent, respectively.

The largest number of new incorporations in November was reported in Florida, with 6,499, followed by New York, with 5,588 and California, with 3,398.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1989.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Nov 1989	Oct 1989	% Change Oct 1989 Nov 1989	Nov 1988	% Change Nov 1988 Nov 1989	Total Eleven Month(s) 1989	1988	% Change 11 Month(s) 89-88
NEW ENGLAND	2,528 E	2,589	-2.4	2,709 R	-6.7	32,365 E-R	36,558	-11.5
Maine	191	208	-8.2	200 R	-4.5	2,620 E	2,810	-6.8
New Hampshire	188	239	-21.3	258	-27.1	2,706	3,099	-12.7
Vermont	124	116	6.9	152	-18.4	1,628	1,862	-12.6
Massachussetts	888	1,080	-17.8	978	-9.2	12,900	14,916	-13.5
Connecticut	902 E	707	27.6	887	1.7	9,484 E	10,767	-11.9
Rhode Island	235	239	-1.7	234	0.4	3,027	3,104	-2.5
MIDDLE ATLANTIC	9,287	9,965	-6.8	9,905	-6.2	116,991	121,518	-3.7
New York	5,588	5,779	-3.3	6,030	-7.3	68,246	71,355	-4.4
New Jersey	2,025	2,461	-17.7	2,387	-15.2	28,002	30,179	-7.2
Pennsylvania	1,674	1,725	-3.0	1,488	12.5	20,743	19,984	3.8
EAST NORTH CENTRAL	6,600	6,703	-1.5	6,617	-0.3	83,533	81,737	2.2
Ohio	1,352	1,516	-10.8	1,368	-1.2	17,367	17,467	-0.6
Indiana	1,029	1,161	-11.4	899	14.5	12,736	12,022	5.9
Illinois	2,221	2,298	-3.4	2,104	5.6	26,456	25,820	2.5
Michigan	1,494	1,158	29.0	1,779	-16.0	20,658	20,816	-0.8
Wisconsin	504	570	-11.6	467	7.9	6,316	5,612	12.5
WEST NORTH CENTRAL	2,390	2,405	-0.6	2,347	1.8	30,408 E	29,529	3.0
Minnesota	739	708	4.4	740	-0.1	8,794	8,586	2.4
Iowa	282	292	-3.4	249	13.3	4,325	3,559	21.5
Missouri	719	707	1.7	743	-3.2	9,152	9,382	-2.5
North Dakota	60	69	-13.0	56	7.1	767 E	784	-2.2
South Dakota	79	91	-13.2	66	19.7	899	864	4.1
Nebraska	180	195	-7.7	201	-10.4	2,439	2,388	2.1
Kansas	331	343	-3.5	292	13.4	4,032 E	3,966	1.7
SOUTH ATLANTIC	14,977 E	15,886 E	-5.7	12,853 E-R	16.5	174,781 E-R	168,641	3.6
Maryland	1,331	1,274	4.5	1,402	-5.1	15,990	15,471	3.4
Delaware	2,538	2,615	-2.9	2,472	2.7	28,455 R	28,450	0.0
Washington D.C.	188 E	188 E	0.0	188 E	0.0	2,068 E	2,068	0.0
Virginia	1,335	1,497	-10.8	1,388	-3.8	16,626	16,154	2.9
West Virginia	181	217	-16.6	190 R	-4.7	2,448 R	2,454	-0.2
North Carolina	912	1,021	-10.7	926	-1.5	12,027	11,534	4.3
South Carolina	503	512	-1.8	393	28.0	6,243	5,626	11.0
Georgia	1,490	1,466	1.6	1,253	18.9	17,302	16,995	1.8
Florida	6,499	7,096	-8.4	4,641	40.0	73,622	69,889	5.3

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Nov 1989	Oct 1989	% Change Oct 1989 Nov 1989	Nov 1988	% Change Nov 1988 Nov 1989	Total Eleven Month(s) 1989	1988	% Change 11 Month(s) 89-88
EAST SOUTH CENTRAL	1,961	1,928	1.7	1,852	5.9	24,614	23,565	4.5
Kentucky	550	522	5.4	503	9.3	6,408	6,331	1.2
Tennessee	622	668	-6.9	626	-0.6	7,885	7,740	1.9
Alabama	547	477	14.7	442	23.8	6,903	6,218	11.0
Mississippi	242	261	-7.3	281	-13.9	3,418	3,276	4.3
WEST SOUTH CENTRAL	4,130	4,420	-6.6	3,707 R	11.4	51,930 R	48,167	7.8
Arkansas	434	513	-15.4	273 R	59.0	5,966 R	3,839	55.4
Louisiana	646	624	3.5	644	0.3	8,340	8,427	-1.0
Oklahoma	540	573	-5.8	494	9.3	6,658	6,575	1.3
Texas	2,510	2,710	-7.4	2,296	9.3	30,966	29,326	5.6
MOUNTAIN	3,371 E	3,507	-3.9	3,626 E	-7.0	42,757 E	45,577	-6.2
Montana	81	77	5.2	114	-28.9	1,166	1,163	0.3
Idaho	114	84	35.7	137	-16.8	1,644	1,702	-3.4
Wyoming	50	80	-37.5	62	-19.4	778	774	0.5
Colorado	809	893	-9.4	1,067	-24.2	12,379	15,218	-18.7
New Mexico	180	244	-26.2	159	13.2	2,386	2,274	4.9
Arizona	1,019	1,062	-4.0	1,003 E	1.6	10,649 E	11,433	-6.9
Nevada	797	771	3.4	813	-2.0	10,185	9,525	6.9
Utah	321 E	296	8.4	271	18.5	3,570 E	3,488	2.4
PACIFIC	5,196 E	5,772 E	-10.0	5,591 R	-7.1	66,344 E-R	71,563	-7.3
Alaska	92	114	-19.3	71	29.6	1,289 R	1,256	2.6
Washington	826	776	6.4	745	10.9	9,697	9,127	6.2
Oregon	569	759	-25.0	462	23.2	7,039	6,510	8.1
California	3,398	3,816	-11.0	4,030	-15.7	44,853 R	51,768	-13.4
Hawaii	311 E	307 E	1.3	283 R	9.9	3,466 E	2,902	19.4
TOTAL U.S. (unadjusted)	50,440 E	53,175 E	-5.1	49,207 E-R	2.5	623,723 E-R	626,855	-0.5
TOTAL U.S. (seasonally adjusted)	55,982 E	53,282 E	5.1	54,553 E-R	2.6			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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